

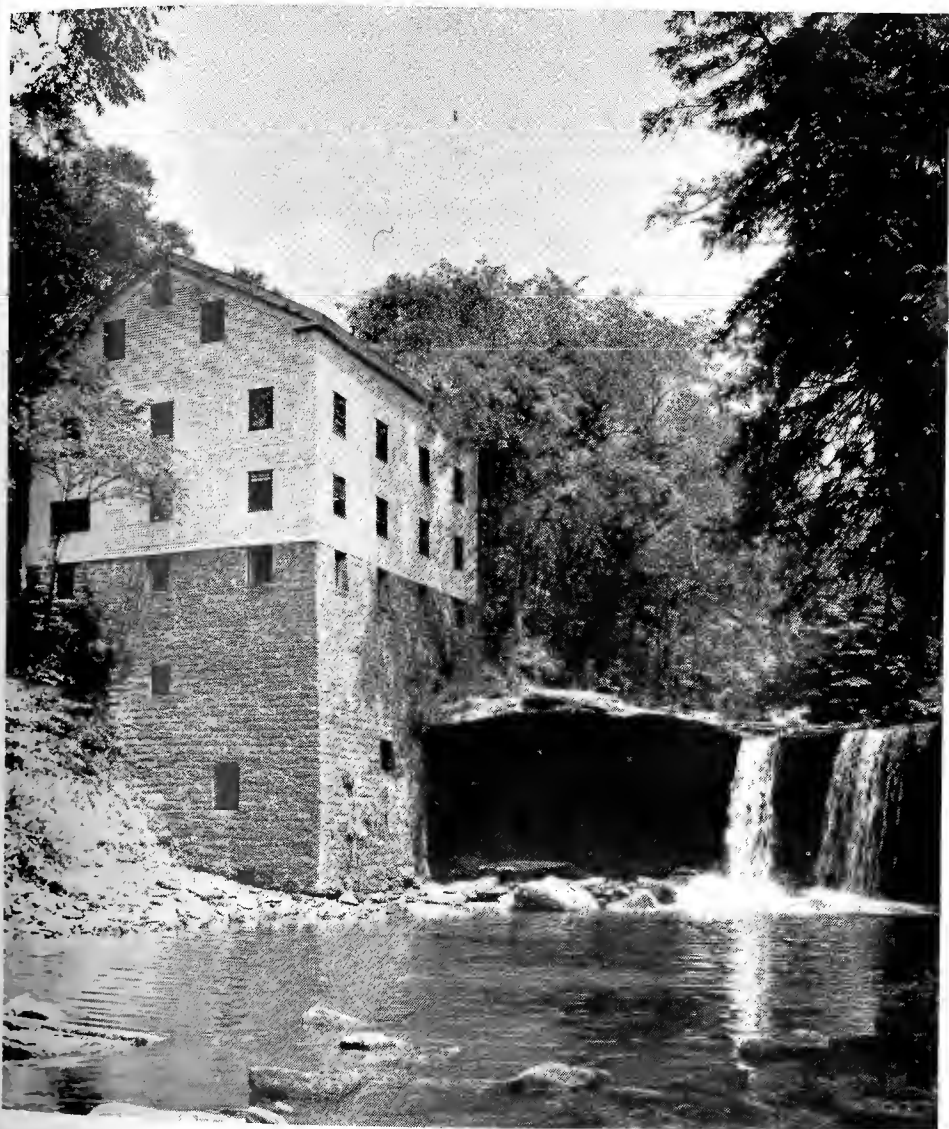
# BULLETIN

of the  
MAHONING COUNTY  
MEDICAL SOCIETY

*Volume XLIX*

FEBRUARY, 1979

*Number 2*





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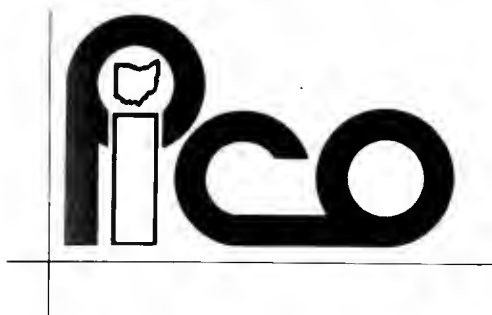


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## MAHONING COUNTY MEDICAL SOCIETY MEETINGS — 1979

Tuesday	Tuesday	Tuesday	Tuesday	Tuesday	Tuesday
Jan. 16	Mar. 20	May 22	Sept. 18	Nov. 20	Dec. 18

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Cover: LANTERMAN'S FALLS in Mill Creek Park.  
 Probably Youngstown's most photographed scene.  
 Photo from the collection of Dr. John C. Melnick.

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## *From the Desk of the President*



### **INFLATION AND COST CONTAINMENT**

Inflation is in the news every day. Flip open any magazine and there is an article mentioning inflation. Experts everywhere are telling us how it can be contained. Up and down the line, medical cost containment programs are being set up. Voluntary or compulsory, or any way that you look at it, it is being played to the extreme — as if calling it that will contain medical cost. Physicians are somehow being blamed as one of the causes of inflation that is making medical expenditures rise. Personally, I am very upset that we are being blamed for the very broad spectrum of phenomena that is occurring, over which we, as physicians, have no control.

In the last ten or fifteen years, medical science has progressed tremendously, as has any other field of science. We are using more and more electronic gear in diagnosis and monitoring, as well as in treating our patients. Our specialization becomes more and more acute. More and more specialized nurses and technicians are being trained to take care of critically ill patients. Across the country paramedics are being trained to resuscitate patients dying of a heart attack or sustained massive trauma to enable the patients to reach the hospital, where they will require a massive response from many different specialties and ancillary personnel. As a result of all this care, a large number of the severely injured and heart attack stricken patients are being saved.

All of this is progress; however, we pay a price — a price of increased medical costs. As physicians, we all know that the majority of ailments are self-limiting. As my Professor of Medicine once told me when I was a student, 90% of the patients that walk into my office, regardless of what is done to them, would be fine. They would heal themselves. Maybe 10% of them, regardless of what I do, would have a difficult time or even pass away. Then there are a few of the patients that would require an expert to take care of them. Those are the patients that separate the men from the boys.

As medical science progresses, we are carrying more and more people in that percentage category. The division of the percentages may not be 100% clear or correct, or it may be an oversimplification of things. However, there is some merit to the concept. As we are striving for the better, we are saving some patients that in the past would have

(Continued on Page 40)



# BULLETIN

## of the Mahoning County Medical Society

Published Monthly for and by the Members

1005 Belmont Ave.

Youngstown, Ohio 44504  
Phone 747-4956

Not published in May,  
July and August.

**Volume XLIX**

**FEBRUARY, 1979**



**Number 2**

The opinions and conclusions expressed herein do not necessarily represent the views of the Editorial staff nor the official views of the Mahoning County Medical Society.

### EDITOR

H. S. Wang, M.D.

### EDITOR EMERITUS

James L. Fisher, M.D.

### EDITORIAL STAFF

Robert R. Fisher, M.D.

John C. Melnick, M.D.

James A. Lambert, M.D.

Jack Schreiber, M.D.

## Editorial

### THANK YOU, DOCTORS

In recent years, medicine has faced increasing regulation by government, and increasing scrutiny by the media and the public. We, and the organizations representing us, find ourselves constantly on the defending line. We must defend every action we take. It is high time that our profession initiates positive steps to restore public respect for the practice of medicine.

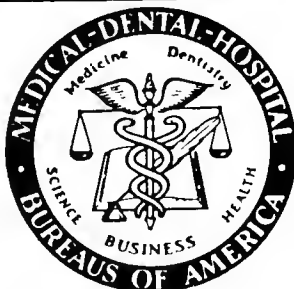
My father is 70 years old. In the past few years he has suffered from hypertension and congestive heart failure. He was told in the summer of 1976 that he had aortic insufficiency. Open heart surgery with the replacement of the aortic valve was advised. Most of his friends and relatives opposed this advice, feeling that a man of his age should not be subjected to such extensive surgery. Nevertheless, my father had faith in his physicians, and chose to have the recommended operation. There were no tears in anyone's eyes as he was rolled into the surgical suite. We all sat, quietly waiting, full of faith. Indeed, it turned out to be a very successful operation. The gratitude that my family and I feel is enormous. I had never experienced such happiness. I felt that I would gladly give anything that I owned, or any labor of which I was capable, to express my gratitude.

Visiting with the families of other patients during the many waiting periods was an experience of great interest to me. They did not recognize that I was a physician. But they all know that to become a doctor one must work hard even as a youth. He must persevere through medical school and then many dedicated years of post-graduate training. Later, the priority of patients' needs often supplant the doctors desire for his personal joys and even his family commitments.

You all must have known many times the strong patient gratitude that I felt toward my father's physicians. This should be the foundation of our positive restoration of public respect. We should never let a small minority of our critics tarnish this respect. I am more confident of myself, and prouder of the Medical Profession now than ever before.

To close, I would like to say, "Thank you, Doctors".

—Hai-Shiuh Wang, M.D.  
Editor



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Executive Director



## JANUARY BANQUET HONORS DR. DIETZ



Dr. Chiu and Dr. Dietz

Dr. George H. Dietz was honored as retiring president, and Dr. Y. T. Chiu installed as new president at the January 16th annual banquet of the Mahoning County Medical Society.

Dr. Dietz was presented an appreciation plaque for his work as 1978 president, and Dr. Chiu received a new gavel made by Dr. Pat Cestone. Dr. Dietz also received a past president's pin and a bound volume of the 1978 *Bulletin*.

Dr. Dietz presented a bound volume of the *Bulletin* to the 1978 editor, Dr. Dean J. Limbert. He also presented a gift to the executive secretary, Howard Rempes.



(TOP) The Dietz family, George Jr., James, Christopher, Andrew, Peter, Carolyn, (MIDDLE) Carrie and Susan. Dr. Dietz presents 1978 *Bulletin* to Dr. Limbert. (BOTTOM) Mrs. Rich, Auxiliary president. A portion of those council members and officers taking the oath of office.

Mrs. Phyllis Rich, auxiliary president spoke concerning the work of the Woman's Auxiliary. Dr. Dietz conducted the ceremony installing all officers and council members for 1979.

In a solemn moment prior to dinner, Dr. Dietz asked for silence in memory of those who passed away during the past year: Dr. Curtis J. Fisher, Dr. Francis J. Gambrel, Dr. John N. McCann, Dr. Robert P. Meader, Dr. J. D. Miller, Dr. Bernard M. Schneider, Dr. Lewis S. Shensa, Dr. John F. Stotler and Dr. W. J. Weickenand. The invocation was given by Rev. James E. Juergensen.

## VOLUNTEER HOSTS WANTED

The date for the annual Scholarship Dinner has been set for Thursday, April 26. Dr. Klebanoff, chairman, asks that physicians and wives (or husbands) wishing to volunteer as hosts for the more than 50 high school seniors contact the Medical Society office. Up to twelve couples will be required. Those attending in the past have found the Scholarship Dinner to be a most enjoyable and inspiring event.

## ALCOHOLISM WORKSHOP FOR NURSES

A workshop for nurses in physicians' offices, clinics and public health, entitled "The Alcoholic and the Family - - Challenge for Nurses," will be held Thursday, Feb. 22 at Ramada Inn, Belmont Ave. Extension.

Speaker is Ms. Jayne Mazzarella, B.A., Director of the Alcoholism Rehabilitation Unit, Women's General Hospital, Cleveland. Registration is at 8:00 a.m., with the program scheduled from 8:30 a.m. to 3:15 p.m. Fee is \$15.00. Certificates of attendance for 0.5 CEUs will be awarded at the program's completion.

Sponsors are the Northeastern Ohio Regional Council on Alcoholism and the Mahoning Shenango Area Health Education Network. For additional information and registration, contact MSAHEN, 5211 Mahoning Ave., Suite 310, or call 792-7656.

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**Feb. 19**

A. Hafiz

**Feb. 21**

N. B. Salistean

**Feb. 22**

A. Riberi

R. A. Memo

**Feb. 26**

J. R. Sofranec

E. M. Thomas

**Feb. 27**

L. P. Alexander

**Feb. 28**

J. S. Goldcamp

**March 3**

F. C. Lin

**March 4**

H. L. Queen

**March 5**

C. C. Albarran

**March 6**

J. P. Harvey

D. Chung

**March 9**

A. N. Pannozzo

**March 10**

R. A. Brown

M. Szauter

N. G. Kastellorios

**March 12**

S. F. Petraglia

**March 13**

H. W. Haverland

**March 15**

J. Mersol

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Gelbman  
Pappas  
Renner

**Athletic Injury**

Vuksta—*Chairman*  
Aiello  
Cuttica  
Dockry  
Gonzalez  
Levy  
Prochnow  
Raghavan  
Wieneke

**Blood Bank**

Pass—*Chairman*  
Garg, S. K.  
Rappoport  
Squicquero  
Taylor  
Wiltsie

**Budget**

Chiu—*Chairman*  
Brucoli, B. P.  
Ruiz  
Wang  
Limbert  
Tandatnick

**Cancer**

Wieneke—*Chairman*  
Altman  
Amorn  
Banez  
Fok  
Garcia  
Garg, S. K.  
Guju  
Lupse  
Pass  
Stechschulte  
Vuksta

**Canfield Fair**

Schreiber—*Chairman*  
Friedrich  
Melnick  
Resch

**Child Learning**

Brucoli—*Chairman*  
Bloomberg  
Brandmiller  
Galose  
Klodell  
Mahar, Jr.  
Wegner

**Civil Defense & Disaster**

Squicquero—*Co-Chairman*  
Wiltsie—*Co-Chairman*  
Banninga  
Camp  
Cossette  
Finley  
Gonzalez  
Might  
Renner

**Constitution**

Tandatnick—*Chairman*  
Friedrich  
McConnell  
Ondash  
Szauter  
Weiss

**Continuing Med. Ed.**

Caccamo—*Chairman*  
Afrooz  
Amorn  
Garg, A. G.  
Kessler  
Kohli  
Mishr  
Rabinowitz  
Squicquero  
Wang  
Wiltsie

**Diabetes**

McGowen—*Chairman*  
Cleary  
Gaylord  
Hoffmaster  
Hong  
Jung  
Latorre  
Mishr  
Rabinowitz  
Rosenblum  
Slabochova  
Stechschulte

**Drug Abuse**

Gelbman—*Chairman*  
Galose  
Prochnow  
Sethi  
Szauter

**Geriatrics**

Kiskaddon—*Chairman*  
Banninga  
Boniface  
Fok  
Kohli  
Kravec  
McConnell  
Rabinowitz

**Government Medical Care**

Kiskaddon—*Chairman*  
Anderson  
Boening  
Deramo  
Galose  
Mahar, Jr.  
Riberi  
Ruiz  
Ruth  
Shorten

**Grievance**

Dietz—*Chairman*  
Baumblatt  
Brucoli, B. P.  
Chiu  
Gonzalez  
Gregori  
Levy  
Lupse  
Raghavan  
Sovik  
Stanford  
Wasilko

**Health Screening**

Deramo—*Chairman*  
Detesco, T. N.  
Garg, A. G.  
Mahar, Jr.  
Raghavan  
Tandatnick

**History**

Melnick—*Chairman*  
Brandmiller  
Fisher, J. L.  
Moskalik

**Hospital Relations**

Detesco, A. A.—*Chairman*  
Dallis  
Holden  
Hritz  
McConnell  
Ondash  
Phillips  
Shorten  
Squicquero  
Wiltsie

**Indoctrination**

Melnick—*Chairman*  
McConnell  
Ondash  
Sovik

**Industrial Health**

Dockry—*Chairman*  
 Beynon  
 Catoline  
 Fagnano  
 Fry  
 Juvancic  
 Klodell  
 Levy  
 Pugh  
 Schellhase  
 Shorten

**Insurance**

Abdu—*Chairman*  
 Garg, A. G.  
 Melnick  
 Ruth

**Legislative**

Sovik—*Chairman*  
 Caccamo  
 Chiasson  
 Hernandez  
 Holden  
 Ruth  
 Solyn

**Maternal Health**

Chiasson—*Chairman*  
 Alexander  
 Bernstine  
 Bruchs  
 Buckley  
 Colla  
 Lenhart  
 Lepore  
 Roth  
 Solyn

**Medical Assistants**

Evans—*Chairman*  
 Brandmiller  
 Ruiz  
 Sethi

**Medical Legal**

Reed—*Chairman*  
 Brown, R. A.  
 Jacobson  
 McConnell  
 Scvachko

**Medical School**

Caccamo—*Chairman*  
 Galose  
 Garg, A. G.  
 Guju  
 Kessler  
 Pass  
 Shorten  
 Squicquero  
 Wiltsie

**Medicine & Religion**

DeCicco—*Chairman*  
 Colla  
 Kohli  
 Mishr  
 Rosenblum

**Mental Health**

Boniface—*Chairman*  
 Constantinidi  
 Gelbman  
 Kachmer  
 Prochnow  
 Solana  
 Szauder  
 Waltner

**Prisons & Jails**

Levy—*Chairman*  
 Belinky  
 Bernstine  
 Catoline  
 Perry  
 Szauder  
 Wasilko

**Public Health**

Goldberg—*Chairman*  
 Deramo  
 Ellison  
 Fok  
 LaManna, Jr.  
 Mahar, Jr.

**Public Relations**

Klebanoff—*Chairman*  
 Adornato  
 Banez  
 Brown, D. B.  
 Fisher, R. R.  
 Garg, A. G.  
 Gregg  
 Shorten

**Radio and TV**

Schreiber—*Chairman*  
 Adornato  
 Amorn  
 Banez  
 Galanternick  
 Kachmer  
 Klebanoff  
 McGowen  
 Melnick  
 Riberi

**Rehabilitation**

Gonzalez—*Chairman*  
 Cuttica  
 Jacobson  
 Jenkins  
 Kalfas  
 Pannozzo  
 Parris  
 Saadi

**Rural Health**

Fok—*Chairman*  
 Friedrich  
 Petreglia  
 Resch

**School Health**

Wegner—*Chairman*  
 Brucoli  
 Bleacher  
 Colla  
 Goldberg  
 Hazelbaker  
 Klahr  
 LaManna, Jr.  
 Sethi  
 Wang

**Social and Program**

Limbert—*Chairman*  
 Crawford  
 Slusher

**Socio-economic**

Sovik—*Chairman*  
 Anderson  
 Perry  
 Pichette, C. E.

**Speakers Bureau**

Klebanoff—*Chairman*  
 Banez  
 Melnick  
 Murray  
 Schreiber  
 Soler

**TB Control**

Kravec—*Chairman*  
 Fulks  
 Massullo  
 Torok  
 Turner, J. J.  
 Saadi

**Trauma**

Cuttica—*Chairman*  
 Cuddapah  
 Dockry  
 Finley  
 Garcia  
 Garg, A. G.  
 Gonzalez  
 Klebanoff  
 Kohli  
 Raghavan  
 Vuksta

**Welfare Advisory**

Perry—*Chairman*  
 Belinky  
 Deramo  
 Klebanoff  
 Levy  
 Ruth

## PICO TO VOTE ON AMENDMENTS

A special Shareholders Meeting of Physicians Insurance Company of Ohio (PICO) will be held on March 16th for the purpose of voting on proposed amendments to the Corporation's Articles of Incorporation. PICO urges all shareholders to return their proxies, which were mailed last month.

A PICO spokesman states that the amendments are necessary to create more unissued shares and to effect a 50 to 1 stock split which will increase the marketability of the stock; and that the amendments will eliminate the need for shareholders to submit their stock to the corporation before they can sell it elsewhere. The Board of Directors of PICO and the Council of the Ohio State Medical Association recommend approval of the amendments.

### NON-RESIDENT MEMBERS

Azimpoor, A. F.	Hill, J. R.	Rogers, J. A.
Baumgaertel, K. F.	Katz, Wm.	Rosenblum, A. M.
Corredor, D. G.	Madison, J. R.	Salistean, N. B.
Firestone, B. I.	Malkoff, Jack	Seth, S. K.
Giber, P. G.	Nenadic, I.	Soares, M. A.
Gordon, J. N.	Rappoport, A. E.	Tochtenhagen, S. E.
Hamlisch, R. E.	Reese, W. C.	Trace, I. E.
Hart, V. C.	River, G. L.	Zeller, L. C.

## IMPAIRED PHYSICIAN CONFERENCE IN MARCH

The First Ohio Conference on the Impaired Physician, entitled "Reaching Out for HELP and HOPE," will be held Sat., March 17 and Sun., March 18 at Hilton Inn-North, Worthington.

The stated objective of the conference is to encourage development of local programs for helping the professional impaired by alcoholism, drug dependence, psychiatric disorder or senility.

"As an organization accredited for continuing medical education, the OSMA Committee on Scientific Work certifies that this continuing medical education activity meets the criteria for 10 credit hours in Category I of the American Medical Association."

Registration may be made by sending a check for \$35 plus a registration form to the Ohio State Medical Association. Further information may be obtained at the OSMA or the Mahoning County Medical Society office.

## PHOTOGRAPHERS ATTENTION

Do you have a photo that is suitable for use as a cover photo for the *Bulletin*? This year, the staff will use a different photo on the cover of each issue. Members and their wives are invited to submit prints for consideration.

The staff is primarily interested in scenic views, preferably those taken in Youngstown and Mahoning County. Also of interest are photos of activities and current events related to the Mahoning County Medical Society, and medicine in general, with no area limitations. The staff would prefer not to use portraits nor photos of personalities.

It is suggested that prints submitted be black and white with a glossy finish. Color prints are acceptable, but they cannot be printed as color, and may lose some of their quality in being converted to black and white. The size preferred is anything from 4" x 5" to 8" x 10", but other sizes will be given consideration.

Photos may be submitted at any time. Deadline for publication is the 20th of the month prior to the month of publication. The *Bulletin* is printed nine months of the year, omitting the months of May, July and August.

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## FROM THE DESK OF THE PRESIDENT

(Continued from Page 30)

been beyond help. In this group of patients are the ones that probably would end up in the ICU unit with prolonged hospital care, with IV lines running, arterial lines monitoring, blood gas taken every hour, respiratory hook-up for pulmonary complications and maybe dialysis going for a kidney problem. Twenty years ago this was a rarity and only happened in some "Medical Mecca." However, today, this is a common scene in a community hospital. A large percentage of these patients are returned to the community. The cost of saving one patient is beyond dollars and cents.

Also, twenty years ago, I can recall that a registered nurse, working full time, was getting less than \$1.93 per hour with no fringe benefits, minimal sick benefits, and no hospitalization insurance.

Considering the inflation process that has been hitting this country for the last twenty years, I am surprised that our medical costs are not higher than they are. I am not saying that we should not contain costs. I am not saying that the third party who foots the bill should look after this continued increase in medical costs, but I am asking everyone to think.

Look back and be reasonable and don't point out the physician as the "bad guy" or call unrealistic those people who have anything to do with health care. Yes, we should contain costs — but how. Personally, I don't think that a Federal guideline or an artificial ceiling would be able to contain the inflationary process — in medicine or out of medicine. It might temporarily slow down the increase; however, when the cap is off, anything that had been delayed would show a drastic increase.

In typical hospital expenditures, 70% of the revenue goes directly to payment of salaries. A current study done in New York State shows that almost one third of the revenue spent in hospital is in an effort to comply with the Federal bureaucracy. On the other hand, the Federal government is trying to tell each hospital or health care facility what expenditures they can make, either for renovation or improvement of their facilities or for equipment that they can purchase.

I wish that our big brother, the Federal government, as well as our legislators, would wake up and check to see if, in order to contain costs, we are spending more money on the bureaucratic process of cost containment than the amount of costs to be contained.

—Y. T. Chiu, M.D.  
President

---

## *In Memoriam*

---

**JAMES K. HERALD, M.D.**

**1910 - 1979**

Dr. James K. Herald, 69, died of a heart attack on Tuesday, Jan. 30, at Randallstown, Md., where he was on his way to Florida with his wife, Katheryn.

Dr. Herald was born in Youngstown, and attended St. Edward and Rayen schools before graduating from Western Reserve University. He received his medical degree from the University of Maryland in 1935. He interned at Youngstown Hospital Association and took his residency in surgery at St. Elizabeth Hospital 1936 to 1937.

He was chief of surgery and a member of the executive board at St. Elizabeth. He was a diplomate of the American Board of Surgery and the American Society of Proctology. He was a member of Sigma Chi Fraternity, Youngstown Country Club and St. Edward Church. Dr. Herald had retired in 1976.





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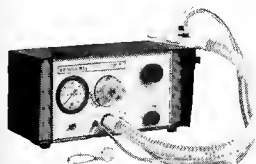
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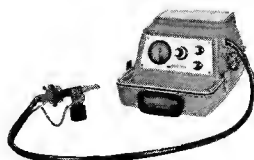


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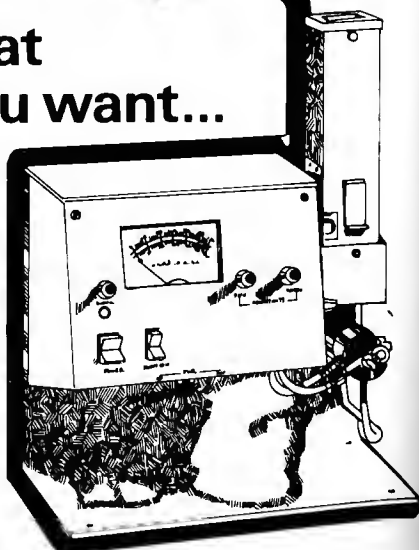
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**O. L. CLUSE**

# From the Bulletin

## FORTY YEARS AGO

D. A. Gross had a leading article on "The Origin and Fate of Bile Pigment", and the late Louis Deitchman wrote up the last illness of George Washington in the form of a case report in the modern manner. Both articles were highly informative.

Joe Hall was recovering from injuries received in a traffic accident. Paul Mahar was just back to work after a serious illness. J. K. Herald was appointed to the surgical service and M. M. Szucs to the medical service at St. Elizabeth's Hospital. Nate Belinky was a new interne there.

New members of the Society that month were Michael J. Sunday, James Herald, Asher Randell, Stanley Myers, John A. Rogers and Howard Mathay.

## THIRTY YEARS AGO

There was a great excitement about a bill in Congress to set up the machinery for National Health Insurance. This County Medical Society went to work as if the fate of the Nation depended on it.

A joint committee was formed to weld the Society into an efficient striking organization to put our views before the public. It consisted of the *Bulletin* Editor (Gustafson), the Program Chairman (Coombs), the Public Relations Chairman (Reilly), the Lay Education Chairman (Ondash), and the Legislative Chairman (Skipper).

They used radio programs, talks by the Speaker's Bureau, school programs, and newspaper releases, and each doctor was instructed how to contact his patients individually.

It was an ambitious effort and the compulsory health insurance was defeated, not by what was done but because the same thing was going on all over the County. You can thank the A.M.A. for many years of freedom from socialized medicine.

## TWENTY YEARS AGO

Gabriel DeCicco was honored by St. John's Episcopal Church for outstanding community service. His work in establishing the Academy of General Practice and the Cancer Society was cited as well as his service as vestryman at St. John's. He was President of the Medical Society in 1956. Gabe plans to retire at the end of this month. It is hard to imagine the Medical Society functioning without Gabe DeCicco taking an active part in it! We hope he remains an active member, even in retirement.

Richard J. Jarvis became a member of the Society. Frank Tiberio was interning at St. Elizabeth's Hospital.

## TEN YEARS AGO

Dr. Leonard Caccamo announced the successful conclusion of the \$30,000 Fund-Raising Drive to provide a feasibility study for a medical school in the Youngstown area. It seemed a long way off then, but now, ten years later, the school is built and is in its fourth year of operation.

Outgoing President Dr. Robert Fisher presented the OSMA 50-Year Pin to his father, Dr. James L. Fisher. "J. L." was the creator and original editor of the *Bulletin*, and the creator of this column.

Dr. H. Bryan Hutt was named Chief of Pediatrics at Youngstown Hospital. The "President's Ball" was held February 22nd at Fonderlac Country Club.

New member that month was Jan P. Vette, M.D.

—Robert R. Fisher, M.D.

## PROCEEDINGS OF COUNCIL

(Summary of Dec. and Jan. Council Meetings)

The following applications for membership were presented by the Censors:

### ACTIVE:

Nadar Afrooz, M.D.  
Tijinder Singh Bal, M.D.  
Richard L. Bernstine, M.D.  
Pang-Hsiung Huang, M.D.  
Tae R. Rhee, M.D.  
George J. Prochnow, M.D.  
Suman K. Mishr, M.D.

### ASSOCIATE:

Consuelo C. Albarran, M.D.  
Richard Allen Memo, M.D.

The applications were approved. Applicants will become members of the Mahoning County Medical Society 15 days after publication in the *Bulletin*, unless objection is filed in writing with the secretary before that time.

A letter from HSA was read. In general, the topic covered was the method of bed count to be used in relationship to the hospitals and HEW regulations. The motion was made, seconded and duly passed that the council affirm the position that in any contact with HSA we reject the concept, as put forth in the letter that hospital beds be closed on a rotating basis.

Dr. Kiskaddon reported on HSA consideration of the issue of an adult primary care nurse practitioner program and explained the program.

Dr. Abdu introduced a resolution calling for a full time paid executive head of OSMA, who would be a physician. Several details of the resolution were discussed and redefined. The resolution in its final form will be forwarded to the OSMA for consideration at the May meeting of the House of Delegates.

The executive secretary reported the gift of a 3M 107 Copier from Stillson and Donahay. A letter of thanks will be sent to Reuel Peck.

Arrangements will be made to show the film "A Critical Difference," and AMA production, at the next meeting of Council.

Dr. Klebanoff, public relations director, was given permission to submit monthly articles to area newspapers.

## Classified Advertising

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### READY FOR RETIREMENT?

Don't throw anything away. The Medical Society wants old medical material for a medical museum. Call the Society office.

747-4956

# "THE PHYSICIAN IS A DECISION MAKER, AND ALMOST EVERY DECISION HE MAKES COSTS OR SAVES MONEY."

—Dr. William Felts, Past President,  
American Society of Internal Medicine



More and more physicians today are beginning to realize the extent of the economic influence they have, and are finding ways of holding costs down.

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What else are physicians doing? Minimizing their patients' hospital stays, whenever possible. Reevaluating routine admissions procedures. Questioning the real need of the diagnostic tests they order for their patients. Avoiding duplicate testing. Trying to discourage their patients' demands for unnecessary medication, treatment or hospitalization. Compiling daily logs of their medical decisions and what they cost. And more.

More physicians today realize what a tough problem we're all faced with. They know this is a challenge for medicine. And that physicians are in the best position to deal with and solve the problem.

\*PATIENT CARE Magazine—Outlook 1977 "Face Off: Cost Containment vs. Chaos," January 1, 1977

Lyle CB, et al. "Practice habits in a group of night internists," ANNALS OF INTERNAL MEDICINE 84 (May 1976), 594-600

Schneider SA, et al. "Use of laboratory tests and pharmaceuticals: variation among physicians and effect of cost audit on subsequent use," JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION 225 (Aug 20, 1973), 969-73.

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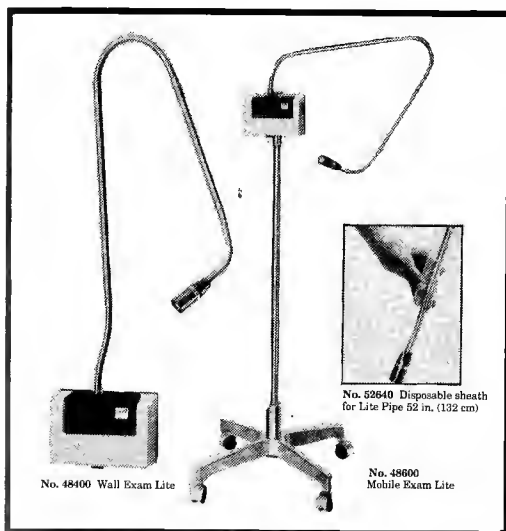
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